



Leading the Way to Y2K

President's Council on Year 2000 Conversion

A guide to hosting

CommunityConversationsCommunityConversationsCommunityConversations

THE WHITE HOUSE
WASHINGTON

May 14, 1999

Dear Y2K Community Conversation Participant:

Thank you for your willingness to be a part of the solution to the Year 2000 computer problem.

As you know, when the Information Age was still in its infancy, developers of computer systems adopted the programming practice of using the last two digits of a year to record the date. In recent years, we've come to realize that many computer systems programmed this way will be unable to process the year 2000 (Y2K), causing them to shut down or malfunction and threatening to disrupt the work of home computers, business operations, and even the world's economies.

Fortunately, we have the tools and the knowledge to solve the Y2K problem. Across America, communities are taking steps to ensure that they will be ready for January 1, 2000. Businesses and governments have been working to fix and test systems and develop backup plans. Equally important, they are sharing information about their Y2K efforts with customers and constituents.

As part of this effort, it is important for the citizens of every community to know about the Y2K readiness of the local institutions on which they rely for the most basic services. That is why our Council on Year 2000 Conversion is sponsoring a national Y2K Community Conversations campaign. These discussions are already taking place in communities across the country, providing citizens and business and civic leaders with the opportunity to focus on the Y2K problem in their area, what's being done to solve it, and what contingency plans are appropriate if any disruptions occur.

By participating in a Y2K Community Conversation in your area, you will learn more about the Y2K problem and have a valuable opportunity to share important information about readiness with your neighbors. This conversation will also provide a forum for leaders throughout your community to work together on creative solutions as we move through the remaining months of 1999.

Thank you for rising to meet the Y2K challenge. I am confident that, with your help, it will be the first success story of the new century.

Sincerely,



Table of Contents

Basic Information About Y2K Community Conversations

What is a Y2K Community Conversation?	3
--	---

Case Studies

San Antonio, Texas	4
Lawrence-Douglas County, Kansas	6
Clearwater, Florida	8

Holding a Y2K Community Conversation

Getting started	10
Selecting program participants	10
Encouraging broad community involvement	11
Sample invitation letter for speakers	12
Sample invitation letter for key audience members	13
Opening the meeting	14
Suggestions for how to make the most of your Y2K Community Conversation	14
Planning next steps	15
Y2K resources	16

Creating Interest in Your Y2K Community Conversation

Reaching out to the press and the public	18
Sample press release	20
Sample media advisory	21
Graphic standards	22



What is a Y2K Community Conversation?

There has been a lot of discussion about what's being done nationally to solve the Year 2000 computer problem, but people are also looking for straight talk about the Y2K readiness of their own local communities. From local power and phone companies to banks and water utilities, Americans want to know how the computers that support important local services upon which they rely may be affected by the century date change.

Bringing citizens together with business and government leaders to talk about Year 2000 readiness is what Y2K Community Conversations are all about. Whether the conversation is organized as a town hall meeting, an educational seminar, or part of an ongoing church group forum, these local gatherings will enable people to hear from key service providers in the public and private sector about Y2K progress to date and work that remains to be done. Public concerns can be addressed in these meetings, and communities can identify areas where additional preparation and planning are needed.

Your leadership in helping to organize a Y2K Community Conversation will go a long way toward ensuring the readiness of your local area and will help give your neighbors the information they need to make informed decisions about how to approach the date change.

Helping to make your Y2K Community Conversation a success

Across the country, many communities have already held meetings and educational programs about local responses to the Y2K problem. The President's Council on Year 2000 Conversion has drawn on this experience in putting together this guide, which provides useful suggestions to help you organize a Y2K Community Conversation that can be part of a continuing local dialog on Year 2000 readiness.

The guide has suggestions for setting the agenda and selecting participants and audiences that will produce the most informative Y2K Community Conversation. Sample materials, such as meeting invitation letters, media advisories, and press releases that can be easily adapted to your local community, are also included. Additionally, the guide contains information from communities that have convened their own Y2K informational events, with case studies that take you through the experience of organizing and running the meeting and provide important lessons learned.

Thank you for investing the time and energy to help enhance your community's Y2K readiness and public understanding of this important issue.



San Antonio, Texas, Y2K Web Site:

➤ <http://www.ci.sat.tx.us/gsay2k/index.htm>



*"It's about being ready...
and about communicating that
readiness to the public."*

— Greater San Antonio Year 2000 Coalition

San Antonio, Texas

YOUR BANK IS READY FOR THE YEAR 2000. BUT DOES THE BANK KNOW IF ITS BUSINESS PARTNERS ARE READY?

Frost Bank, based in San Antonio, was trying to do all the right things to prepare for the Y2K transition, and it was making great progress. The bank was working diligently on its own systems, and would complete its Y2K fixes by November 1998—well in advance of the Year 2000.

It was in late 1997 that Frost Bank discovered its customers needed reassurances beyond the bank's own successful efforts to prepare for

the date change. In fact, the customers were asking some tough questions about other local services, such as power, telecommunications and water. Even if the bank was meeting its Y2K responsibilities, how could it serve customers adequately if phone lines were down or if power was cut off?

In summary, although the bank was confident about its own Y2K efforts, it came to understand that only by working together with other crucial service providers in the area would it be able to effectively inform the public about Y2K readiness.

Forming a Coalition

Bank executives decided that the best way to gather the information that customers were asking for was to form a partnership with HEB grocery stores, the Greater San Antonio Hospital Council, the San Antonio Water System, City Public Service (the local electric company), the City of San Antonio and Bexar County, Southwestern Bell Telephone, the local 9-1-1 service, and others. Together, they created the Greater San Antonio Year 2000 Coalition. An example of an effective public-private partnership, the Coalition is dedicated to:

- ★ Ensuring community-wide readiness for Year 2000;
- ★ Encouraging cooperative action, information exchange and open dialog;
- ★ Ensuring that all basic services continue to be delivered;
- ★ Providing accurate, complete and factual information to reassure community residents about readiness efforts; and
- ★ Enabling individuals, groups and organizations to proceed toward the Year 2000 with confidence.

IT'S ABOUT BEING READY... AND ABOUT COMMUNICATING THAT READINESS TO THE PUBLIC

To communicate effectively with the citizens of the Greater San Antonio area about the Coalition's Y2K preparations, a program was developed to take these messages directly to

the public. The Coalition thought it was important to provide ongoing communication about Year 2000 readiness through free Y2K presentations requested by local organizations rather than sponsor a one-time event that would soon be forgotten.

Coalition members have conducted numerous presentations about local Y2K readiness activities for local organizations such as churches, chambers of commerce, business associations, neighborhood groups, rotary clubs, and other non-profit organizations. In many cases, regularly scheduled meetings and events are used as a forum for these discussions in both large and small group settings. In particular, these gatherings provide audience members the ability to ask questions directly of local leaders about important issues.

In addition, by meeting twice a month in space donated by the HEB grocery stores, the organizations that comprise the Coalition have been able to increase their own readiness—by sharing information about the status of their Y2K programs—and have increased the confidence of the citizens of Greater San Antonio by communicating information to the public.

And it doesn't stop there. The Coalition continues to reach out to the public by:

- ★ Holding ongoing meetings with the public, and sending representatives to meet with additional small business associations, neighborhood groups, and non-profit organizations.
- ★ Helping to develop a Greater San Antonio Y2K Contingency Planning Drill, which will take place in June 1999.
- ★ Maintaining a web site to provide community members with updated information about San Antonio Y2K preparedness activities and resources needed for the Year 2000 transition.



Lawrence, Kansas, Y2K Web Site:

➤ <http://ci.lawrence.ks.us/y2k/index.html>



"To those in the business community, it's useful to hear how others are working on the problem.

But perhaps more importantly, everyone ends up leaving less concerned about the personal impacts of the Y2K bug."

— Lawrence-Douglas County Y2K Community Information Task Force representative

Lawrence-Douglas County, Kansas

WHEN WAS THE LAST TIME YOUR COUNTY GOVERNMENT HELPED YOU OPERATE YOUR MICROWAVE?

Perhaps it's not surprising that when the people of Lawrence-Douglas County, Kansas, got together to work on the Y2K problem, their first questions had to do with home appliances. As in many communities, meeting participants took one look at this complex, global computer bug — and their attention immediately turned to their kitchens and living rooms. Will our microwaves work? Will our coffee makers stop brewing? Will we miss our favorite TV shows?

It's exactly these kinds of concerns — and many more, having to do with banking, electricity, and water quality — that are being addressed through the Y2K Community Conversations campaign. The Lawrence-Douglas County Y2K Community Information Task Force has held several community forums since late last year to help citizens make informed decisions about the Year 2000 transition, and they are eager to share what they've learned.

LESSONS LEARNED

First, how do you get people in the community involved in Y2K Community Conversations?

- ★ Form a county-wide Task Force—with staff and technical advisors—to focus solely on the Y2K problem;
- ★ Hold meetings in a convenient, centrally-located spot;
- ★ Hold the meetings at a convenient time;
- ★ Ensure that meetings are open to the general public;
- ★ Encourage participation by all, including: students, small business people, and town leaders; and
- ★ Publicize the events two weeks prior to each meeting in the local newspaper and with public service announcements on local radio stations.

How did you structure the program so the audience could learn the most from it?

The Y2K Task Force has organized meetings around expert panels, with each meeting drawing on a different area of expertise. For example, meetings have focused on water and electricity, telephones, emergency services, banks and financial institutions.

Upcoming meetings will feature speakers from supermarkets and food distributors who will discuss their work on the Y2K problem. Updates will also be provided on utility and emergency services, and a library specialist will share what resources are available to people who are looking for further information.

Who do you get to sit on the panels?

Representatives from the county and city governments, the University of Kansas, city public schools, financial institutions, cable and telephone companies, utilities, technology

companies and the Chamber of Commerce have all participated.

What would you say are the most important things to come out of these meetings?

To those in the business community, it's useful to hear how others are

working on the problem. But perhaps more importantly everyone ends up leaving less concerned about the personal impacts of the Y2K bug. It's reassuring to find out how much has already been done, and when areas of need are uncovered, to see that there are people working to address those needs.

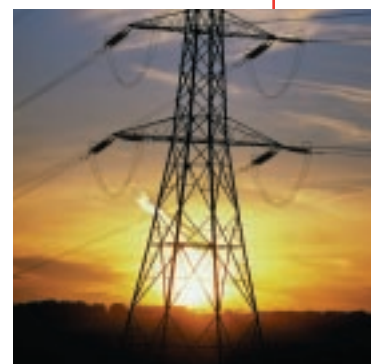
The meeting ends, and then what?

The Lawrence-Douglas County Task Force doesn't let the ball drop at the end of a meeting. Audience members are given a phone number to call if they have additional concerns or questions, and the Task Force returns those calls promptly. In addition, the Task Force has made a presentation available to community leaders or anyone else who is interested. "The Year 2000 Problem and You" reviews the history and nature of the problem, its impact on individuals and the community as a whole, as well as approaches to solving it.

ANY OTHER TIPS?

- ★ The Internet is a useful tool for distributing Y2K information. Establish a web site so that citizens have somewhere to go for answers anytime.
- ★ Conduct a preparedness drill. The Lawrence-Douglas County Task Force will hold a summer 1999 drill, followed by a county-wide summit to brief local elected officials on the results.
- ★ Hold other periodic events addressing the concerns of small business leaders.
- ★ Make sure you give plenty of advance notice when meetings occur—one month is recommended.
- ★ Use community television effectively. Meeting announcements and follow-up activities can be scrolled on the local government access channel and local cable channel.
- ★ Be proactive! Don't wait for businesses and organizations to come to you. Take it upon yourself to get them involved.

Oh, and the answers to those questions at the beginning of this case study? Yes. No. Probably not.



Citizens for a Stable Community Web Site: ✦ www.make-y2k-safe.com

City of Clearwater, Florida, Web Site: ✦ www.clearwater-fl.com



*"Find out what's already being done;
then fill in the information gaps and communicate
with others who are working on the problem."*

— Joose Hadley of Clearwater, Florida

Clearwater, Florida

Joose and James Hadley of Clearwater, Florida, became concerned about the Y2K problem in the spring of 1998, so they decided to find out all they could about it. First, they went to the Internet, but found much of the information there too alarming. So, they decided to invite some neighbors over to talk about the issue.

The Hadleys and their friends decided to divide into teams to get accurate information about the Y2K readiness of three key sectors: telephone, electricity, and water/sewer. Two weeks later, they got together again, and all remarked on how difficult—and frustrating—their quests had been.

The group decided to take Y2K preparedness on as a real project. They created a coalition called "Citizens for a Stable Community" (CSC) with the goal of assuring stable functioning of the Clearwater/Pinellas County community through the transition to the Year 2000.

CSC's first priority was to find out what local government agencies were doing to address the Y2K problem. Group members contacted the Clearwater city manager and other city and county officials.





Getting started

You'll want to structure your Y2K Community Conversation in a way that works best for you, the other local leaders involved, and the general public.

The Organizers

The first step is to identify who will join you in planning and hosting the event. A Y2K Community Conversation is, by definition, a "team effort," and it's good to establish up-front who's willing to take on an active role.

You may wish to set up an official organizing committee that could include a variety of government and private-sector leaders. If possible, establish a regular time for the group to meet.

The Forum

You may choose to hold an evening town hall meeting at City Hall ... an all-day workshop at the local community college ... or perhaps a lunchtime panel discussion as part of a regular event series hosted by a civic or church club. You may wish to announce a series of Y2K Community Conversations to focus on different topics over the course of several weeks.

The Format

An important objective of a Y2K Community Conversation is to give citizens the up-to-date information about Y2K readiness, and the work that remains to be done from credible sources. Your primary "messengers" will be senior executives or Y2K program managers of critical service providers and other organizations upon which the community relies. You will want to design an agenda that (1) provides the messengers an opportunity to describe their Y2K programs, and (2) allows for concerns to be raised and questions answered in the time allotted.

Formats to Consider:

- ★ Invite executives to make individual presentations and then take questions from the audience.
- ★ Create a panel or set of panels on selected topics. Ask panelists to make brief presentations. After the presentations, invite panelists to pose questions to each other. (This approach highlights the interdependencies of various infrastructures and helps raise important issues.) Finally, panelists would take questions from the audience.
- ★ "Talk-Show" format: Select a respected member of the community (e.g., public official, professor, journalist, etc.) to serve as host. He or she would pose questions to business and government leaders and invite audience participation.

Selecting program participants

In selecting speakers for the program, it is most useful to invite representatives from all the major infrastructures upon which the community depends, plus any other organizations—business or government—which you believe are important to your area. Research shows that the public wants to hear from professionals who are working directly on the Y2K problem, so it is best to invite speakers who are capable of providing detailed answers to your audience.

Here's a list of organizations to consider as you develop your list of candidates for a spot on the Y2K Community Conversation program:

- ★ Electric power company
- ★ Natural gas / home fuel supply company
- ★ Telephone company
- ★ Water utility
- ★ Banks
- ★ Hospitals
- ★ State and local government services
- ★ Police
- ★ Ambulance
- ★ Fire
- ★ Public transportation
- ★ Highway / traffic
- ★ Airport
- ★ Seaport
- ★ Grocery stores
- ★ Pharmacies
- ★ Gas stations

Encouraging broad community involvement

Identifying Key Audience Participants

In addition to the major service providers in your area, there are many other community leaders who can play an important role on the program or as an active member of the audience. Here are some other individuals and organizations you may want to consider:

- ★ Elected officials
- ★ Major local employers (e.g., military bases, manufacturing plants, hospitality industry, etc.)
- ★ Officials and teachers from elementary and secondary schools, local colleges and universities
- ★ Social service organizations (e.g., American Red Cross, Salvation Army, United Way)

- ★ Advocacy groups (e.g., community action agencies, AARP, Urban League)
- ★ Community groups focused on Y2K civic preparedness
- ★ Religious leaders
- ★ Chamber of Commerce / business associations
- ★ Insurance industry
- ★ Media executives (e.g., newspaper, television, radio)

Issuing Invitations

Once you select a date and place for the Y2K Community Conversation, you'll want to get the word out to all your desired speakers and prominent guests as soon as possible. The following are sample invitation letters you might use. Address the letter to the Chief Executive Officer of the organization and specify the role you would like him/her or a designated representative to play. It's a good idea to send the letter by fax before you drop it in the mail, and call to make sure the invitation has been received.





[Insert your community name here]

SAMPLE INVITATION LETTER FOR SPEAKERS

Dear [Organization CEO]:

I am writing to invite you to participate in [community name]'s Y2K Community Conversation. On [date], business and government leaders are coming together to discuss the status of our community's preparations for the century date change, work that remains to be done, and questions or concerns the public may have about the Y2K computer problem.

I hope you can join us as a speaker to describe your organization's Y2K readiness efforts. The [community name] Y2K Community Conversation will be held from [start time-end time] at [site]. We expect to have participation from key service providers in [community name], as well as other prominent community leaders.

Our Y2K Community Conversation is part of a national campaign being sponsored by the President's Council on Year 2000 Conversion to promote Y2K readiness within all of America's communities and build public awareness about national and local Y2K efforts. According to the President's Council, the general public is growing more confident in the Y2K readiness of our national systems (e.g., Federal programs like Social Security and major infrastructures like the telecommunications networks), but still has significant concerns about what will happen locally. This is why it is essential for citizens to hear from you and other leaders about the resources you've dedicated to meeting the Y2K challenge.

Attached is a draft agenda for our Y2K Community Conversation. We are asking speakers to limit their remarks to [#] minutes. In your presentation, please describe your organization's Y2K program, your progress to date, and the back-up plans you have in place to deal with any disruptions which may occur. You are welcome to bring along your Y2K project manager or another knowledgeable executive from your organization to assist in the presentation or respond to questions.

Please confirm your participation by calling [name] of my staff at [phone #]. We are eager to address any questions or comments you might have about the event.

With only [number of days until January 1, 2000] days remaining, we have a lot of work to do as a community to ensure a smooth transition to January 1, 2000. Thank you in advance for your leadership on this important issue.

Sincerely,

[Name]

Attachment: Draft Agenda

1.888.USA.4.Y2K
www.y2k.gov



[Insert your community name here]

SAMPLE INVITATION LETTER FOR KEY AUDIENCE MEMBERS

Dear [Organization CEO]:

I am writing to invite you to attend [community name]'s Y2K Community Conversation. On [date], business and government leaders are coming together to discuss the status of our community's preparations for the century date change, work that remains to be done, and questions or concerns the public may have about the Y2K problem.

I hope you can join us at this important event. The [community name] Y2K Community Conversation will be held from [start time-end time] at [site]. We are asking senior representatives from critical service providers in the area to describe their Y2K readiness programs. Following these presentations, we will have an active discussion in which we hope you will participate.

Our Y2K Community Conversation is part of a national campaign being sponsored by the President's Council on Year 2000 Conversion to promote Y2K readiness within all of America's communities and build public awareness about national and local Y2K efforts. According to the President's Council, the general public is growing more confident in the Y2K readiness of national systems (e.g., Federal programs like Social Security, and major infrastructures like the telecommunications networks), but still has significant concerns about what will happen locally. This is why it is essential for citizens to hear from their service providers about the status of Y2K readiness efforts and contingency plans.

We believe it will be valuable for you and other civic leaders to hear the presentations first-hand and raise any concerns you may have. You are welcome to bring up to [#] associates with you to the event. Please confirm your attendance by calling [name] of my staff at [phone #].

With only [number of days until January 1, 2000] days remaining, we have a lot of work to do as a community to ensure a smooth transition to January 1, 2000. Thank you in advance for your attention to this significant issue.

Sincerely,

[Name]

Opening the meeting

Video

To help kick off your Y2K Community Conversation, we have provided in the toolkit a video—which includes a greeting from President Clinton—for you to show to your audience.



Welcoming the Group

In the opening statement, you may wish to make the point that your Y2K Community Conversation is part of a nationwide initiative to promote the sharing of information about local Y2K readiness. It's also a good idea to recognize the dedication that many members of your community have shown in doing the hard work of preparing computer systems for the century date change.

Presented below are sample opening remarks you might consider adapting for your event:

Sample Remarks

"Thank you for being here today at the [community name] Y2K Community Conversation. With just [#] days remaining until January 1, 2000, it's important that together we focus on preparations that have been made and the work that remains to be done to ensure a smooth transition to the new century.

"This Community Conversation is part of a national campaign being sponsored by the President's Council on Year 2000 Conversion. The Council has provided a brief video to get the program started.

[Play video.]

"It was encouraging to hear the President report that more than 90 percent of the Federal Government's critical systems are already

prepared for the Year 2000 and that good progress has been made in major national infrastructures. This is an impressive achievement.

"But, as the President mentioned, today we're here to talk about **local** readiness. And I know that many of you and others across our community have been working countless hours to make sure that the services upon which our citizens rely will function smoothly as we move into January 2000. We're pleased to have many of our 'local Y2K heroes' with us today.

"We have an ambitious agenda for this Y2K Community Conversation. We're here to share information about the preparedness of key services, identify what's left to do, talk about contingency planning and community preparedness to deal with any potential disruptions, and address any specific concerns that our audience members may have. Again, thank you for being here. I'd now like to introduce..."

Suggestions for how to make the most of your Y2K Community Conversation

Watch the Clock

The Y2K problem is a complex and far-reaching topic, which can engender lively and lengthy discussion. Whoever runs the Y2K Community Conversation needs to work hard to stick to the agenda. Calculate carefully the amount of time you will allow for different segments of the program, and give clear guidance to participants in advance about how long they can speak. If presenters want to use slides, place a limit on the number each person can show. Assign someone to be the timekeeper for the meeting. Give speakers one-minute warnings, and if they go over the limit, the moderator/host should graciously ask them to let the next speaker begin.

Manage Q&A

In a public forum, there's always a chance that some members of the audience might get a bit carried away. To prevent certain individuals from dominating the discussion segment of the program, it's a good idea to have a plan in place for managing the question-and-answer process. Decide upon a process, and inform all participants about the rules at the beginning of the meeting. Here are some options:

- ★ Limit each audience member to one question if others are waiting.
- ★ Limit each question and response to three minutes.
- ★ Ask audience members to write down their questions and submit them to a central point. The moderator will then select as many questions as time permits.

Keep it Moving

Every meeting has lulls. To keep the audience engaged in the discussion, here are some useful questions the moderator/host can ask participants:

- ★ What are some of the obstacles you have encountered in preparing systems for the Year 2000?
- ★ How much testing have you completed on your own systems? Have you tested system interfaces with outside parties you rely on?
- ★ Do you have a process for independently verifying your test results?
- ★ How much have you budgeted for Y2K work? How much have you spent thus far?
- ★ What kind of contingency plans do you have for standard emergencies? How have you adapted these plans to address potential Y2K-related failures?
- ★ What should our community do to be better prepared to deal with any potential service disruptions?

Enable Everyone to Participate

- ★ Be sure to provide accommodations for disabled individuals or others requiring special assistance.

Call the Y2K Community

Conversations Team

- ★ The President's Council on Year 2000 Conversion has a team in place to help address questions that might arise as you organize your event. Please feel free to call [1-888-USA-4-Y2K](tel:1-888-USA-4-Y2K) with your questions.

Planning next steps

At the end of the meeting, you may wish to propose a number of options for continuing the Y2K Community Conversation:

- ★ Suggest a follow-up meeting or series of future discussions on topics of concern, such as contingency planning. Since the most effective Y2K Community Conversations become vehicles for ongoing information sharing, it's a good idea to save your list of participants and others you invited.
- ★ Propose that the organizing committee form a "Y2K Coalition" or task force, which would agree to develop community-wide contingency plans, organize exercises of those plans, and hold future public meetings on Y2K readiness.
- ★ Encourage service providers to publish regular reports about their Y2K progress in the local media and in direct mail to customers.
- ★ If resources are available, recommend that the community establish a Y2K web site or citizens' hotline to provide up-to-date information on local preparedness efforts.



- ★ Organize seminars for small businesses who may be late in addressing their Y2K risks. For more information, call [1-800-U-ASK-SBA](tel:1-800-U-ASK-SBA).
- ★ Encourage citizens to seek answers to any additional questions they may have. You might hand out sheets with contact information, to include:
 - ★ Consumer information phone numbers and web site addresses provided by local private service providers and government agencies;
 - ★ The toll-free information line operated by the President's Council on Year 2000 Conversion [1-888-USA-4-Y2K](tel:1-888-USA-4-Y2K) and the Council's web site address www.y2k.gov.
- ★ Call the Small Business Administration's toll-free line [1-800-U-ASK-SBA](tel:1-800-U-ASK-SBA) for a schedule of Y2K educational events for small businesses in your area. Also, contact the Y2K Help Center for Small Business [1-800-Y2K-7557](tel:1-800-Y2K-7557) for free information on Y2K compliance and tools to help small businesses prepare for the Year 2000.

Other important Federal Government Y2K sites include:

- Department of Agriculture
 - ▶ www.usda.gov
- Department of Defense
 - ▶ www.c3i.osd.mil/org/cio/y2k/index.html
- Department of Education
 - ▶ www.ed.gov/y2k
- Department of Energy
 - ▶ <http://192.107.175.11/y2k/y2k.htm>
- Department of Health and Human Services
 - ▶ www.hhs.gov/y2k
- Department of Transportation
 - ▶ www.y2ktransport.dot.gov
- Environmental Protection Agency
 - ▶ www.epa.gov/year2000
- Federal Communications Commission
 - ▶ www.fcc.gov/year2000
- Federal Emergency Management Agency
 - ▶ www.fema.gov/y2k
- Federal Reserve Board
 - ▶ www.federalreserve.gov/y2k
- Food and Drug Administration
 - ▶ www.fda.gov/cdrh/yr2000/year2000.html
- National Institute of Standards and Technology
 - ▶ www.nist.gov/y2k
- Small Business Administration
 - ▶ www.sba.gov/y2k
- U.S. Consumer Gateway
 - ▶ www.consumer.gov/y2k/index.html

Y2K resources

The following is a list of many useful Y2K resources. You might wish to highlight some of the items for your audience, or distribute copies of the entire list.

- ★ Log on to the President's Council on Year 2000 Conversion web site at www.y2k.gov for the latest national and Federal Y2K readiness information, as well as links to a multitude of other important Y2K-related sites.
- ★ Call the Council's toll-free line [1-888-USA-4-Y2K](tel:1-888-USA-4-Y2K) for regularly updated Y2K information on a wide range of topics such as power, telephones, banking, government programs, and household products. Pre-recorded information is available 7 days a week, 24 hours a day. Y2K information specialists are available to provide additional information to callers from 9 a.m. to 8 p.m. (Eastern Time), Monday through Friday.



U.S. Information Agency

- www.usia.gov/topical/global/y2k/

U.S. Senate Special Committee on the Year 2000 Technology Problem

- <http://www.senate.gov/~y2k>

To find out about the progress of State and local governments, contact them directly or visit these sites:

President's Council on Year 2000 Conversion

- www.y2k.gov/java/info6a.html

National Association of State Information Resource Executives

- www.nasire.org/hotIssues/y2k/statey2ksites.html

U.S. Federal Government Gateway for Year 2000 Information Directories

- www.itpolicy.gsa.gov/mks/yr2000/state.htm#states

State and local government Y2K links

- <http://netscape.com/y2k/state.html>

Other informative sites include:

American Hospital Association

- www.aha.org/y2k
- ★ provides information on the Y2K readiness of U.S. hospitals

American Red Cross

- www.redcross.org/y2k.html
- ★ provides checklist of actions to follow for Y2K preparedness

Biomedical manufacturers

- www.fda.gov/cdrh
- ★ provides important information on the compliance status of medical devices

Business Software Alliance

- <http://www.bsa.org/policy/y2k/index.html?/policy/y2k/morelinks.html>
- ★ provides links to Year 2000 sites for numerous companies

Coalition 2000

- www.coalition2000.org
- ★ provides links to Year 2000 sites for community organizations

Edison Electric Institute

- www.eei.org/EEI/press/y2k/
- ★ provides information on the Y2K status of the electric power industry

International Trade Administration

- <http://y2k.ita.doc.gov>
- ★ provides Y2K information to organizations that take part in international trade

International Y2K Cooperation Center

- <http://www.iy2kcc.org>
- ★ provides information on the Y2K activities of nations around the globe

International—Year 2000

- www.itpolicy.gsa.gov/mks/yr2000/g7yr2000.htm
- ★ provides links to Y2K sites of nations around the globe

MITRE Corporation

- www.mitre.org/research/y2k/
- ★ provides comprehensive information on Y2K problems and available solutions

National Software Testing Lab

- www.nstl.com
- ★ provides shareware to test computers for Y2K compliance

North American Electric Reliability Council

- www.nerc.com/~y2k/
- ★ provides information on the Y2K status of the electric power industry

PC Year 2000 Alliance

- www.pcy2000.org
- ★ provides links to information on the compliance of personal computers

Securities Industry Association

- www.sia.com/year_2000/index.html
- ★ provides information on the Y2K readiness of the securities industry

Vendor 2000 Database

- www.eds.com/vendor2000
- ★ provides information on the compliance of computers and other electronic devices





Reaching out to the press and the public

Once you've developed the agenda and invited speakers and key audience participants, you'll want to generate interest among the press and the general public. Here are some suggestions to assist you in your outreach:

Working with the Media

- ★ Select someone to take the lead on press relations.
- ★ In the weeks leading up to the meeting, the organizing group may wish to issue a press release that outlines the purposes of the meeting and identifies the major participants. (A sample press release follows.)
- ★ Make sure you reach out to the full range of media outlets in your community—print, radio, television (don't forget public television stations and cable outlets).
- ★ Three to four days in advance of the event, it's a good idea to send out a media advisory explaining the "who-what-when-where" for local journalists. (A sample media advisory follows.)
- ★ Ask your press liaison to make calls to media outlets the day before the meeting.
- ★ At the event site, designate a special seating area for the media, and take steps to accommodate any technical requirements.
- ★ Make your meeting room "camera-friendly" by ensuring the setup provides the best possible pictures/visuals for print media and television cameras.
- ★ If possible, arrange for speakers and other prominent participants to meet with journalists at the conclusion of the meeting.

Outreach to the Public

- ★ To generate public interest and attendance at the event, you might run advertisements in the local newspaper or on the radio. You might also post flyers in community centers, shopping malls, and other frequently traveled areas.
- ★ You may want to print promotional materials, banners and podium signs branded with the Y2K Community Conversations logo. Sample graphics of these materials to help with your setup are included in the Y2K Community Conversations toolkit.
- ★ You might also customize your materials by adding your community name to the logo as shown in the sample invitation letters presented in the guidebook.

Graphic tips to help you create the most interest in your Y2K Community Conversation:

- ★ Professional graphic artists designed the logo to create the maximum visual impact. The square shape of the logo area makes it easy to place on multiple communications materials, including signage, advertising, brochures, letterhead, envelopes, buttons, community web sites, meeting handouts, presentations, etc.
- ★ The logo should appear in the ink colors (PMS—Pantone Matching System) on page 22 or in black and white. Your printer can help you ensure color accuracy.
- ★ When reproducing the logo for the meeting program, flyer or advertisement, be sure the logo is legible. If the logo reproduction is too small, the copy (Community Conversations) may be difficult to read.

- ★ Be careful of other graphic elements or type that may interfere with the logo. Surround the logo with equal or greater amounts of white space. For example, if the logo is reproduced at 2" x 2", try to maintain at least two inches of white space around it.

Helpful hints when setting up your meeting:

- ★ Place the Y2K banner directly behind the speakers, slightly above their heads and shoulders. Be sure that speakers are not blocking the banner and that the arrows in the logo do not appear as though they are coming in and out of speakers' heads.
- ★ Attach the podium sign to the top of the lectern so that it can be seen on television and in photos for print.
- ★ Make sure the Council web site address and toll-free phone number are prominently displayed near the speakers.
- ★ Use the banner as a backdrop for any television interviews and print photo opportunities.

Following these suggestions will help contribute to your own successful Y2K Community Conversation. You can view samples of the graphics at www.y2k.gov.





[Insert your community name here]

SAMPLE PRESS RELEASE

Contact: [Insert name]
[Insert phone number]

FOR IMMEDIATE RELEASE
[Insert date]

[COMMUNITY/ORGANIZATION] TO HOLD Y2K COMMUNITY CONVERSATION ON [DATE] Part of National Y2K Community Conversations Campaign

On [date] the [insert community/organization] will host a Y2K Community Conversation at [insert location] to discuss area efforts to address the Year 2000 computer problem. The community meeting, which is free and open to the public, will bring together local businesses, governments, and other key service providers to provide citizens information on local Y2K readiness.

The meeting will cover the status of local efforts to ensure that computers make a smooth transition to the Year 2000, work that remains to be done, and citizen concerns or questions about the Y2K problem. Areas to be discussed include: [insert subject areas to be addressed—e.g., utilities, telecommunications, transportation, banking, health care].

The forum is part of the President's Council on Year 2000 Conversion national "Y2K Community Conversations" campaign, through which local business and government leaders are holding public events to inform citizens about their efforts to tackle the "Y2K bug." The [insert name of community] Y2K Community Conversation is one of many Y2K meetings that will take place across the country this year.

The [insert community] Y2K Community Conversation will take place on [insert day of the week, date] from [insert time] at [insert location].

"With the approach of the Year 2000, people are thinking more about the Y2K computer problem and what it will mean to them," said [insert name of key business, government or community leader]. "This meeting will provide citizens with information about how our community is working to address the problem. And if someone has concerns about the date change, this is the place to raise them."

For further information, contact [insert name/number/e-mail address/web site, if any].

#

1.888.USA.4.Y2K
www.y2k.gov



[Insert your community name here]

SAMPLE MEDIA ADVISORY

[Community/Organization] TO HOLD Y2K COMMUNITY CONVERSATION

WHAT: [Insert Community/Organization] is convening a community meeting to discuss the status of area efforts to address the Year 2000 computer problem. This special forum, which is part of the President's Council on Year 2000 Conversion national "Y2K Community Conversations" campaign, will provide citizens information about the Y2K readiness of local businesses, local government agencies, and other key service providers.

WHEN: [Insert date and time]

WHERE: [Insert location and street address]

WHO: [Insert issue area, name, title, organization of program participants/speakers]

[Example	Banking	Bob Smith	President, Smith Community Savings Bank
	Hospitals	Mary Jones	Administrator, County Hospital]

CONTACT: [Insert contact name, phone number and e-mail address]

###

Graphic Standards



Banner

Dimensions: 8' x 4'

Colors: TV gray, TV Red, Blue

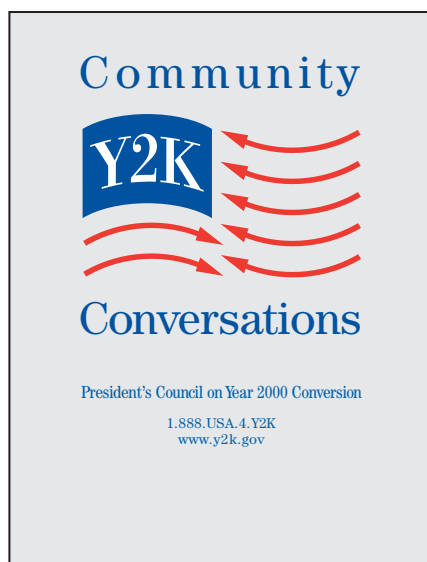
Font: Century

Podium Sign

Dimensions: 14" x 22"

Colors: TV gray, TV Red, Blue

Font: Century



Community



Conversations

Logo

PMS Colors: Red 032, Blue 286

Font: Century

The logo can run as a black-and-white halftone in advertisements and other printed promotional materials. The logo's minimum size is 1" x 1" in advertisements and other printed promotional materials.

NOTES

NOTES

Community



Conversations

1.888.USA.4.Y2K

www.y2k.gov

CommunityConversationsCommunityConversationsCommunityConversations